

Minutes of  
CHEROKEE COUNTY  
TOURISM DEVELOPMENT AUTHORITY  
August 4, 2011

The Cherokee County Tourism Development Authority met at 9:30 a.m. on August 4, 2011 at the Cherokee County Chamber of Commerce and Welcome Center.

Members present were Eric Carlson, Gil Hargett, Danny Slucher, Karen Nash, Callie Moore, David Wood and Phylis Blackmon. Candy Roberts was absent. Guests present were Bob Ferreira, Lillian Threlkeld, Imojean Adams, Tom Rodeck, Josh Carpenter and Sherry Dukes.

The meeting was called to order by Eric Carlson, Chair. After a moment of silence and the pledge to allegiance, motion was made by Karen Nash, seconded by Danny Slucher, and unanimously passed, that the minutes of the July 7, 2011 meeting be approved as presented. Upon motion made by Karen Nash, seconded by David Wood, and unanimously adopted, the agenda was approved as presented.

Bob Ferreira presented a proposal, attached hereto, that the Andrews Depot be used as an office for the TDA and Visitors Center. It also included a list of capital expenditures for renovations of the Depot. After discussion, motion was made by Danny Slucher and seconded by David Wood, that two items of the renovation list be approved, those being \$2,262.00 for flooring and \$1,245.00 for bathroom repairs. The motion passed with a vote of five yeas and one nay.

As the next item of business, Danny Slucher gave an update on the efforts of the Tourism Summit Committee. He stated that the Summit would be held on Monday, September 12, 2011 at the Center for Applied Technology. He also presented a list of five survey questions, attached hereto, that the Committee proposed submitting to the public for input. He stated that the Committee would like approval for the plans it had made and to know that all TDA members could attend the Summit. Motion was made by Callie Moore, seconded by Eric Carlson, and unanimously adopted, approving the survey questions and authorizing the Committee to proceed with the Tourism Summit as planned.

The next item on the agenda was a discussion of purchasing an ad in the 2012 North Carolina Travel Guide. After a thorough discussion of the Guide, motion was made by Phylis Blackmon and seconded by Callie Moore, that the TDA commit to an advertisement in the Travel Guide in the amount of \$6,730.00. The motion passed with a vote of five yeas and one nay.

Callie Moore then discussed the facilitator to be used for the group's strategic planning session. It was her recommendation that Rob Hawke, regional economic developer for the NC Cooperative Extension office be used. She distributed a worksheet he had prepared, and asked that each member attend the next meeting prepared to answer items two through five on the worksheet. After further discussion, motion was made by Callie Moore, seconded by Gil Hargett, and unanimously adopted, that the NC Cooperative Extension be used to facilitate the strategic planning process, and that next meeting be used to prepare for the process.

Phylis Blackmon then reported to the members of the Authority about Kickin' Asphalt Half Marathon and 5K which is a tourism development initiative which the Cherokee County Chamber of Commerce has been developing since summer of 2010. The first annual event will

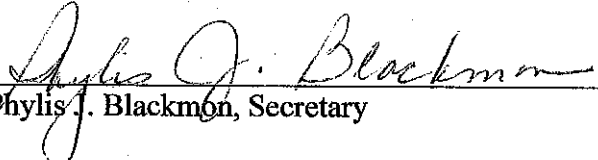
be held on Saturday, November 5, 2011 for the purpose of increasing tourism in Cherokee County. It is to be a first class event, with chip timing and with a course which has been certified by U.S. Track and Field. It has been marketed nationally, but primarily in Atlanta, Chattanooga, Knoxville, Asheville and Greenville.

As the next item on the agenda, Phylis Blackmon stated that the Welcome Center is currently printing copies of a county-prepared trout map in-house on its printer, which is not an economical way to make copies in the quantity required to meet the demands of the guests. After discussion, motion was made by Danny Slucher, seconded by Callie Moore, and unanimously adopted, that 1,000 maps be printed at a cost of \$168.59.

Phylis Blackmon presented a request for office supplies in the amount of \$110.50 for the Welcome Center. Motion was made by Callie Moore, seconded by Gil Hargett, and unanimously adopted that the request be approved.

It was agreed that the next meeting would be held on August 18, 2011 at 9:30 in the Courthouse Annex and that the sole agenda item would be preparation for the strategic planning session. It was also agreed that September 13, 2011 be set aside for the strategic planning session, with a backup date of Saturday, October 1.

There being no further business, the meeting was adjourned at 11:20, when members toured the Welcome Center.

  
Phylis J. Blackmon, Secretary

APPROVED:

  
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**CHEROKEE CO TDA OFFICE & ANDREWS VISITOR'S CENTER**

Contract Labor		15600.00				
Milage / Local		150.00				
Rent		1200.00				
Janitorial supplies		150.00				
Office Supplies		800.00				
Maintenance/upkeep		600.00				
Advertising/Mrktg		500.00				
Telephone		1200.00				
Internet		360.00				
Utilities		1250.00				
Postage/Shipping		240.00				
Computer mntnc		100.00				
Landscaping (flowers)		400.00				
TOTAL		22550.00				
<b>CAPITAL EXPENSE - RENOVATION OF DEPOT -In Order of PRIORITY</b>						
Flooring		2262.00			2262.00	
Bathrms/Lighting/Minor repairs		1245.00			1245.00	
Paint Ext. and Int. walls		3705.00			3705	
Lg. Corner sign	Option 1	2500.00		Option 2	500.00	
Roof	Option 1	4750.00		Option 2	4400.00	Metal 3 5400
Landscaping plants/flowers		500.00	estimate		500.00	
TOTALS		14962.00			12612.00	

## TOURISM SUMMIT COMMITTEE

### SURVEY QUESTIONS:

- 1) How do you think Cherokee County can become a vacation destination and attract more destination visitors?
- 2) Would you support major events that would last up to 1 week?
- 3) What would you like to be able to do in Cherokee County after work or on weekends?
- 4) If you had out of town visitors, what 5 things would you take/tell them to do?
- 5) What/How would you like to see our tourism dollars used to promote/market and why?

## Strategic Planning Preparation Worksheet

1. Past Planning Efforts:
  - What worked well?
  - What could have been improved?
2. What benefits do you want to see from this planning effort?
3. What are the top three lessons learned for your organization over the past year?
4. What are the top three organizational priorities for the next year?
5. What are the most important principles and values for your organization to follow?
6. Identify the following:
  - top internal Strengths that your organization has:
  - top internal Weaknesses that your organization has:
  - top external Opportunities that your organization has:
  - top external Threats that your organization has:
  - top Trends in your organization's industry:
  - what actions might you use to maximize/minimize these items?
7. Who are your competitors in this industry? Do they have any SWOTs that jump out?
8. Who are your allies in this industry? SWOTs?
9. Based on the answers to the questions listed above, write a couple of paragraphs that summarizes the current state of affairs for your organization.
10. What are the key indicators of performance for your organization?
11. What quantitative information do you have on your industry?
12. Identify and clearly define the products and/or services you provide.
  - Who is your customer for each of these services (market segments)?
  - Give a brief paragraph explanation for each.
  - How can you do a better job of understanding and meeting those needs?

**Cherokee County Chamber of Commerce and Welcome Center**

**Items needed for Welcome Center**

8 x 11 white copy paper (case of 10) ½ cost for WC	\$ 16.50
2 sets HP 920 Printer Cartridges	<u>\$ 94.00</u>
<b>Total</b>	<b><u>\$110.50</u></b>

**August 4, 2011**